

THE BUYER

CONNECTING THE PREMIUM DRINKS TRADE

MEDIA PACK

KEY MEDIA DATA

The Buyer was launched by Richard Siddle and Peter Dean in May 2016 to offer a different voice for the premium drinks industry. A digital platform to help bring producers and premium drinks buyers closer together. A publishing strategy that is not about day-to-day news, but providing the insights and analysis to help decision makers and buyers across the premium on and off-trade run their businesses more effectively and understand the needs of their customers and potential business partners.

WHO WE ARE

In a world of duplicated and AI-driven content, The Buyer stands out for its commitment to only producing 100% original content. A strategy that has helped The Buyer become the number one respected platform amongst a growing international audience of senior drinks professionals working across wine, beer and spirits and the retail, hospitality and online sectors.



TARGET AUDIENCE

The Buyer's target audiences are:

- Premium on and off-trade buyers for wines, beers and spirits covering sommeliers, F&B managers, restaurant, pub and bar groups, independent wine merchants.
- Owners, directors and decision makers across premium on and off-trade outlets including multiple and specialist retailers.
- Buyers, directors/board level across drinks suppliers, distributors, wholesalers, service providers, logistics.
- Producers, brand owners, distillers, brewers, wineries and winemakers.
- Marketing, advertising and PR executives.
- IT, digital and AI support service companies.

HOW WE ARE DOING

Here is a breakdown of The Buyer's key performance figures and details on how we might be able to help you reach your target audience of major buyers and influencers across the premium on-trade.

NB: Based on the last 12 months performance via Google Analytics.

EACH MONTH (LAST 30 DAYS)

70,000
UNIQUE USERS

100,000
PAGE VIEWS

5.5 Million
UNIQUE EVENTS

01m:30s
AVERAGE DWELL TIME

REGION (SINCE MAY 2016)

The top 10 countries represents approximately 75% of total unique users – showing how widespread and international our audience is.

The top 10 countries

- | | |
|--------------|-----------------|
| 1. UK | 6. South Africa |
| 2. US | 7. Italy |
| 3. Australia | 8. Spain |
| 4. France | 9. Sweden |
| 5. Canada | 10. Germany |

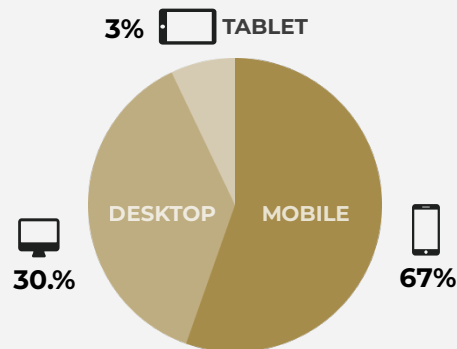
BESPOKE MAILERS

The buyer's bespoke mailers to its email database of 4,900 receive on average 45% to 47% open rates.

4900
SUBSCRIBERS

47-49%
OPEN RATE

SESSIONS BY DEVICE



USERS BY TIME OF DAY

SOCIAL MEDIA

The Buyer's followers on social media include

Instagram

6200 followers

The Buyer: @TheBuyer11

Twitter/X overall: **30,000** approx
Including:

10,400 followers

The Buyer: @TheBuyer11

11,200 followers

Richard Siddle: @richardsiddle

8,000 followers

Peter Dean: @tweetadean

Facebook:

1,800 followers

Linked-in:

The Buyer: **11,500** connections

Richard Siddle: **9,800** connections

Peter Dean: **7,500** connections

250,000 combined impressions a month

HOW TO WORK WITH THE BUYER



You can work with The Buyer in a number of different ways (NB: All prices subject to VAT).

BANNER ADVERTISING

Super Leaderboard top (970px x 90px)

£300 a week, £1,100 a month

Premium MPU (300px x 250px)

£300 a week, £1,100 a month

BESPOKE MAILERS

Want to promote a tasting or event or make a special announcement? Send a targeted mailer to The Buyer's email database of 4,900 or send to our individual list of on-trade buyers, sommeliers and independent wine merchants. The Buyer gets on average 45% to 45% open rates which is well above industry standards. Cost: **£600 per mailer**.

PROMOTE EVENTS

Include details of events, tastings masterclasses in The Buyer's new Events section.

£250 a week or £800 a month.

JOB LISTING

Job listing on jobs page and in weekly newsletter

£250 per week. £800 a month.

BESPOKE ARTICLES from £1,250

The Buyer can produce a dedicated article on a particular aspect of your business.

- Interview and research the article.
- Write and publish the article.
- Promote the article on social media and Linked-in.

SOCIAL MEDIA POST

Work with The Buyer to send out your own social media post to promote an event or a tasting or company announcement: **£300 per post**.

BOX IN THE BUYER WEEKLY NEWSLETTER

Dedicated box out in The Buyer weekly newsletter to promote a specific event, tasting, masterclass or make a company announcement. Create your own standalone box of up to 250 words where you can promote specific events or announce key changes to your company. Box to include an image and a link to the event.

£250 a week or £800 a month.

ROUNDTABLE DEBATES FROM £5,500

The Buyer will recruit, find a venue, host and write up a debate with key target buyers and trade figures on key industry themes and issues.

- Recruiting the buyers/panellists to take part.
- Sourcing a venue and covering its costs.
- Chairing the debate.
- The cost includes food and refreshments.
- Either in person debates or Zoom/online debates which can be recorded and then short video extracts produced to help promote the debate on social media.
- The Buyer to provide a photographer and share the images.
- The Buyer to write and publish a detailed report from the debate which will then be promoted on social media and Linked-in.

Recent Roundtables with Bordeaux Wines, Wines of Virginia, Provence Wines, Wines of Victoria, DO Cava, Coravin, Prosecco DOC, Rias Baixas.

CHAIRING DEBATES FROM £3,000

The Buyer can help chair industry or company debates and meetings that are directly organised by the client.

- The Buyer will chair and host the debate where the guests have already been selected and recruited.
- Write a report on the debate and publish on the site.
- Promote the report on social media and Linked-in.



THE BUYER RESTAURANT TOUR FROM £8,500

- The Buyer Restaurant Tours have proved to be a hugely successful way to introduce a region or producers wines or spirits to top buyers, wine merchants and importers to show how well they pair with different cuisines in an informal, fun way. The Buyer will:
- Recruit three restaurants that can best showcase the region or producer's wines or spirits.
- Work with the client to choose the dishes that work best with the wines or spirits.
- Will recruit a panel of leading buyers, importers and sommeliers to take part.
- Chair a debate and discussion with the buyers at each restaurant.
- Produce a full report to be promoted on social media and Linked-in.
- The cost includes food in each restaurant and refreshments.
- **(Recent projects have included: Gavi wines, Provence Wines, Luberon Wines, Sonoma County Wines, Vouvray Wines, Wines of South Africa).**

THE BUYER PARTNERSHIPS FROM £6,500

- The opportunity to work with The Buyer over one year to promote and highlight different aspects of your business. To include:
- Dedicated section on The Buyer's Partners page about your business.
- Four separate advertising opportunities covering banner ads (minimum 3 weeks a time), bespoke mailers to our database, box out in our weekly newsletter.
- Minimum four editorial articles on different aspects of your business.
- Priority coverage of tasting and events through the year.
- **(Recent partners include: Laurent-Perrier, Enotria, Gallo, C&C Group, Hallgarten & Novum Wines, Corney & Barrow, Mentzendorff, New Generation Wines, Alliance Wine, Famille Helfich, Lanchester Wines, Fero, Armit Wines, Hatch Mansfield, Wine Owners, California Wines, Pol Roger and Babich.)**



THE BUYER'S TRIP TO REGION OR PRODUCER FROM £5,000

- The Buyer will recruit buyers to go on a study tour to a specific drinks region, or producer to showcase their wines/beers/spirits. The Buyer will:
- Recruit the buyers.
- Help host the trip.
- Write a full report and publish on the site.
- Promote on social media and Linked-in.
- **(Recent project include: Beaumes de Venise, Duche d'Uzes, Vinho Verde, Wines of Rioja).**

THE BUYER'S CASE FROM £4,500

- The opportunity for you to send a case of wine, beer or spirits products to target buyers asking them to taste and evaluate them. To include:
- Recruiting six to eight target buyers from across the premium on-trade.
- Feedback forms on each wine/beer/spirits in the case.
- A 24-32 page downloadable PDF report on the buyers feedback and reviews of all products in the case
- Dedicated mailer to promote the publication of the report.
- **Recent projects include: Duche d'Uzes, Castelnau, Cave de Saint Chinian, Foncalieu, Boisset FGV.**

* All prices subject to VAT. 10% agency commission is applicable. Specifications: All files must be provided in GIF or JPEG format. Files submitted must have a maximum file size of 40kb. If you would like more information about any of these packages then please contact Richard Siddle on: richardsiddle5@gmail.com.